



## Project Lizard Discussion Guide (Viewers)

### GUIDE OVERVIEW

**Depth Interviews:** 15 x pre-tasked 60-minute interviews

| Section   | Duration | Time Lapsed |
|---|----------|-------------|
| <p><b>A. Introduction:</b><br/> <i>Warming up participants, referencing pre-task topics and using as a springboard to talk about content online, how what they view fits in with their online / other interests. Reminding them of core information about the project and setting expectations.</i></p>                     | 10 mins  | [10 mins]   |
| <p><b>B. Setting the Scene: Livestreaming Behaviours</b><br/> <i>Setting the scene by painting a picture of their livestream viewing behaviours (including features and functions they engage with) and exploring foundational vocabulary to use for the remainder of the conversation.</i></p>                             | 10 mins  | [20 mins]   |
| <p><b>C. Motivations &amp; Attitudes to Livestreaming</b><br/> <i>Understanding the role livestreaming plays compared to other content and what prompts them to view.</i></p>   | 10 mins  | [30 mins]   |
| <p><b>D. Livestreaming Experiences</b><br/> <i>Understanding the positive and negative experiences livestream viewers have had. Exploring the impact of 'liveness' of experiences, on harm intensity/risk level when viewing livestreams (both passively and actively). Understanding their awareness of the risks.</i></p> | 20 mins  | [50 mins]   |
| <p><b>E. Reflecting on the Emotional Impact</b><br/> <i>Going beyond the specific examples to reflect on the emotions associated with viewing livestreams at a general level, and their impact on children's lives within and beyond the viewing moment itself.</i></p>   | 5 mins   | [55 mins]   |
| <p><b>F. Wrap-Up</b><br/> <i>Closing the conversation in a positive way and briefly discussing how kids would like to see the space evolve in future.</i></p>   | 5 mins   | [60 mins]   |

#### A. Introduction [10 mins]

**Objective:** *Warming up participants, referencing pre-task topics and using as a springboard to talk about content online; how what they view fits in with their online / other interests. Reminding them of core information about the project and setting expectations.*

#### **Moderator to introduce self**

- Hello, nice to meet you, my name is XXXX



- Thanks for being a part of our project & the work you've done so far
- I'm going to be chatting to you and asking you questions today – but first of all I've got some important things to share and check with you

**Flag that the session will be recorded**, but will be confidential / only accessible to those directly involved in project

- I am going to record our chat today so that I can remember everything you've said – is that OK with you?
- The video recordings will be stored securely in line with GDPR guidelines.
- The exact details of this can be found in your consent forms, along with a research contact details should you have any questions afterwards.

**Explain Beano Brain** is a market research agency, independent from our client (who we are running the research for).

- I work for a company called Beano Brain. Beano Brain is an insight agency – a group of researchers that help companies understand what different people think about different topics. It's my job to find out what kids and adults feel about a whole range of things and get your real opinions.
- For this research, we (Beano Brain) are partnering with Ofcom, who are the UK's online regulator. This means it is like a referee for the internet in the UK. It sets rules about how websites and apps should keep children safe online.

**Check understanding and freely given consent:**

- Today I'm going to be asking you about your online viewing behaviour including livestreaming – do you know what I mean when I say that?
  - o *Moderator to check understanding & clarify if needed*
- I want you to know that it's your choice to take part, so can you tell me if you are happy to chat with me about those things today?
  - o *Confirm they are happy, if not suspend interview*

**Lay out ground rules:**

- I'd like us to agree on some things if that's OK?
- I promise to listen very carefully to everything you tell me. Can you please be honest when you answer my questions?
- This isn't a test, there are no right or wrong answers. I am just super-interested to hear about what YOU think, feel and understand about the things we are going to chat about – the good and the bad.
- If you don't understand something or if anything I ask makes you feel uncomfortable, please tell me. We can pause/stop the interview at any time.
- We want to hear from you only today but if you'd like a parent or guardian to be with you or near you, that's absolutely fine.
- I also promise to answer any questions you may have for me.



### Flag presence of observer colleagues (if applicable)

- I have some people that I work with that will be watching and listening to our conversation today. They won't be taking part, they are just interested in what you have to say. Is that OK with you?

### **[MODERATOR TO GET VERBAL CONSENT FROM CHILD AND ONLY AFTER THAT LET OBSERVERS INTO THE SESSION]**

**Ok, let's start!** First, I'd like to chat about the online world project you completed for us – how did you find doing it?

- Thinking about your moodboard / images you sent, how would you sum up how you spend your time online? The sort of content you like to watch?
  - o What have you spent time watching lately? Has that always been the case?
- What platforms / apps play the biggest role in your online world? Why those?
- How long would you say you spend overall online, in the average day? Week?
  - o How much of that is spent viewing any type of content?

*Note for moderators: Listen out for organic mentions of livestreamed content within their general online worlds.*

## B - Setting the scene: Livestreaming behaviours [10 mins]

**Objective:** *Setting the scene by painting a picture of their livestream viewing behaviours (including features and functions they engage with) and exploring foundational vocabulary to use for the remainder of the conversation.*

- For the rest of the conversation, we're going to specifically focus on your livestream viewing. *Livestreaming is a bit like live TV but is online, it allows people to watch videos on their devices at the same time as they are being made. People usually livestream through websites or apps like Twitch, YouTube Live, or TikTok Live etc.*
- Can you tell me **how livestreams fit into your wider online world?**
  - *Moderator to refer back to the previous section's discussion on their online world*
  - **Do you remember roughly when you started watching livestreamed content (what school year)? What made you start?**
- **Do you call it livestreaming**, or do you call it something else?
  - Tell me about any other language you use to talk about livestreaming, livestreamers, livestreamed content or any of the things you can use/ do when watching livestreamed content?
  - How about different features and functions? By features and functions, I mean anything that you can do whilst watching a livestream - for example, liking, commenting, gifting. What would you call these features / functions?



- What about non-livestreamed content – e.g. do you call it non-live / regular / recorded content, or something else?
- *Moderator to adopt any vocab shared for the remainder of chat*
- Paint me a picture of your **last livestream-viewing moment**
  - *When this was, where they were, who they were with, what the content was, what led them there, what creator, platform viewed on, device?*
- **Tell me about the livestreamed content** you watch (*Moderator to prompt, based on their responses to screener Qs i.e. types of content viewed, creators they like to watch*)
  - Any genres in particular?
  - Any livestream creators you watch often / subscribe to?
  - What platforms do you view livestreamed content on? (*Refer to screener responses*)
  - *Moderator to take note of anything livestream-specific vs overall online world – i.e. how do livestream genres viewed tally up to overall genres viewed?*
- **How often** would you say you watch livestreams? How long do you tend to spend watching livestreams in one go? (*Refer to screener response re how often they watch*)
  - How much of your time online is spent watching livestreams? (*Moderator to refer back to earlier discussion re how much time they spend online overall*)
  - When do you tend to watch livestreams – any particular moments across the day / week?
- **Paint me a picture of your livestream viewing setup(s)...** Any places in particular you tend to watch livestreams? Is anyone else ever around when you're watching?
  - How does this compare to when you're watching non-livestreamed content?
  - Are there any restrictions on what you can and can't do on livestreams? (e.g. *commenting or sending gifts*)
    - [If yes] Why are those things restricted for you? – *Allow spontaneous response and then prompt around their age/parental settings, etc*
- **You told me you have been viewing live streams for [Insert time period] – do you act, or behave differently now compared to when you first began viewing live streams?**

## C - Motivations for & attitudes to viewing livestreams [10 mins]

**Objective:** *Understanding the role livestreaming plays compared to other content and what prompts them to view.*

- Now I want to compare the role that livestreams play for you specifically, compared to the non-live content you watch... remind me of some of your favourite non-live content? (*prompt: examples from pre-task*)



- Now I want you to think back to your livestream viewing – what’s the difference for you? What’s the point of watching livestreams vs non-live/recorded?
  - Moderator to explore the pros and cons of each
  - If you had to pick, what would you say you prefer overall? Why?
  - Sometimes creators upload content they’ve livestreamed for people to watch non-live – have you ever seen that?
    - Have you ever watched it? Why/why not?
    - (if not watched): Would you ever watch it?
    - How is it different to watching ‘regular’ content that wasn’t ever a livestream?
    - How is it different to watching livestreamed content ‘in the moment’?
- Tell me about your favourite thing about watching livestreams?
  - o How about your least favourite thing? How, if at all, does that change / influence your livestream viewing behaviour?
- Thinking about the moments when you watch livestreams – how does it actually happen?
  - For example - do you tune in specifically to watch live, do you come across it while you’re scrolling, do you look for livestreams that you want to watch, do you get a notification, does a friend tell you about it, could it also be from websites or groups, another livestreamer, or something else?
- What makes you want to watch a particular channel / livestream in the first place? (prompt: subject of interest, person of interest)
- Before you watch the live stream (of your choosing), what do you know about it?
  - o i.e. what do you know about the channel/ creators/ topic? What tells you what the livestream is going to be about? (i.e description of the content)
  - o Have you ever had any surprises? Tell me about that
- What content do you like to watch as a livestream? Why is that? (Refer to screener responses re content genre(s))
  - o From your pre-task, you also mentioned that you watch XYZ content – do you ever watch this live? Why not?
  - o Any other types of content you think work better as regular content (recorded to watch at anytime)? Why?
- Earlier, you said you like to watch livestreaming content on [INSERT PLATFORM] – why that one?
  - Are there any specific functions/ things that this platform does well? How does it improve your experience as a viewer do you think?
  - What can you do on the platform whilst viewing? [prompt around specific examples / times they have used those functions / features]



- Thinking about all the platforms you use to watch livestreams, are there any other features and functions you use, e.g. comments, gifts, etc. (*Refer to screener responses*)
  - What platforms do you use these on? Why do you use them?
  - How would your experience of watching livestreams be different if you couldn't use these features / functionalities? Would you still enjoy it the same or not?
  - Any features and functions you know about on any of these platforms but that you don't use? Why not?

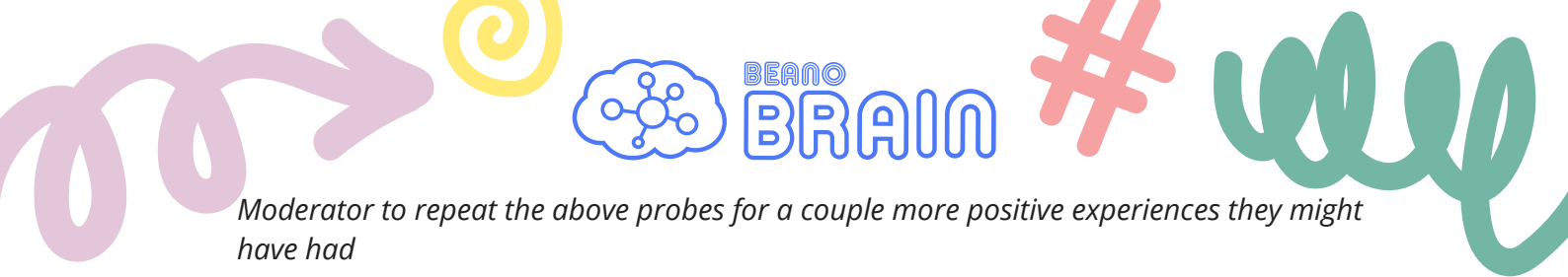
if time permits, and not organically mentioned – high-level prompts on rewards:

- How about rewards, are you aware of these? How long have you watched a live stream for / how often do you watch live streams to get rewards?
- (if applicable) Where do you find out about the rewards offered?
- (if applicable): Have you ever linked your game accounts to the livestream to get rewards? Are your parents aware your accounts are linked?
- (if applicable) Can you trade rewards with other players / streamers, and have you had people trade rewards with you?

## D - Livestreaming Experiences [20 mins]

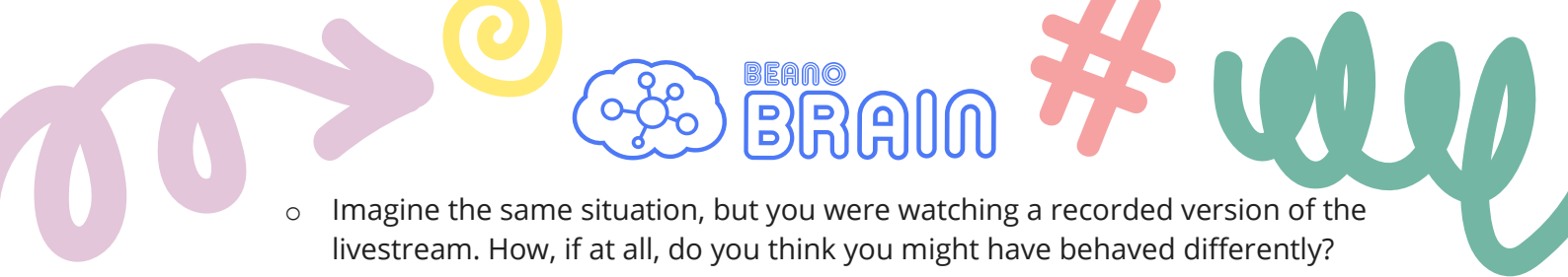
**Objective:** *Understanding the positive and negative experiences livestream viewers have had. Exploring the impact of 'liveness' of experiences, on harm intensity/risk level when viewing livestreams (both passively and actively). Understanding their awareness of the risks.*

- Now I'm interested to hear about some of your positive moments or memories from watching livestreams – I'll give you a moment to think about some of those!
  - Ready? OK - paint me a picture of a moment and what happened (*probe into content, livestreamer, what led them there, platform, device, where were they & who was there or viewing alongside them, if anyone*)
  - Tell me about any features or functionalities you used on the platform while you were watching? What did you use them for? Why?
    - What about anything you did while you watched, but not via the platform – for example, messaging friends?
    - *Have you ever had anyone (another livestream viewer) reach out / message you directly while watching livestreams*
      - *Have you had people you don't know contact you while you are watching a reward stream specifically?*
  - Why was this a positive moment or memory for you? How does it make you feel remembering it now?
  - How would this have felt different if not live? Any less positive?



Moderator to repeat the above probes for a couple more positive experiences they might have had

- Going back to your mission/ pre-task, you mentioned XYZ as things you enjoy doing / watching online outside of livestreaming. How do these compare to the positive livestreaming experiences you just shared?
  - Do they make you feel any different? How?
- Going to the other side of the coin now; if you're comfortable sharing, I'd like to hear about some of your negative experiences or memories of watching livestreams is that ok?
  - *Moderator to share high-level prompts i.e. any negative comments they've seen, content they didn't want to see, anyone they have stopped watching*
- Again, I'll give you a moment to think about this, but remember there is no pressure to share anything you don't want to – just let me know what you're comfortable with
  - Ready? OK - paint me a picture as best you can of a moment that came to mind (*probe into content, livestreamer, what led them there, platform, device, where were they & who was there or viewing alongside them, if anyone*)
  - How did [the bad thing] occur?
  - Were you using any features or functions on the platform while you watched live? Tell me about that – what were you doing (commenting, liking, gifting etc.)?
    - What about anything you did while you watched, but not via the platform – for example messaging friends?
  - How did you feel when [the bad thing] happened? Did you do anything to manage how you felt? In the moment? After it happened?
    - How does it make you feel remembering it now?
  - How would this have felt different if you weren't watching it live? Any different? Any less negative?
  - Do you think you would have behaved any differently?
- Have you ever told anyone about or reported a negative livestreaming experience?
  - Why/ why not?
  - If yes, what did you do / who did you tell?
  - How is this different, if at all, to what you'd do if you saw something like this happen while watching regular / recorded content? Why?
- Have you ever engaged with any features or functions that you regretted or wished you hadn't done afterwards? If yes – what?



- Imagine the same situation, but you were watching a recorded version of the livestream. How, if at all, do you think you might have behaved differently?
- Now, thinking about the positive and negative experiences you have when you're watching livestreams as a whole – which would you say happens more often?
- Have you ever bought or wanted to buy something after watching a livestream? (probe on examples – e.g. TikTok shop). What did you want to buy? What content made you want to do this? Did you end up buying it?
  - How do you feel about this now?
  - How does this compare to your experience when you're watching regular / recorded content? Has that ever made you want to buy something?
  - Do you think you're more or less likely to buy something when watching either type of content? Why?
- Now thinking about all the content you watch– including livestream content and regular/recorded content:
  - Does either feel like it comes with more negatives or risks attached? Why?
  - Do the negatives when you're watching livestreamed content feel any different, any more or less intense than when you're watching other content?
  - Tell me how you feel about coming across something you weren't expecting – does that feel more likely with livestreamed or regular/recorded? Does being caught off guard make things feel any different?
  - Do you do anything differently when watching livestreaming to stay safe?

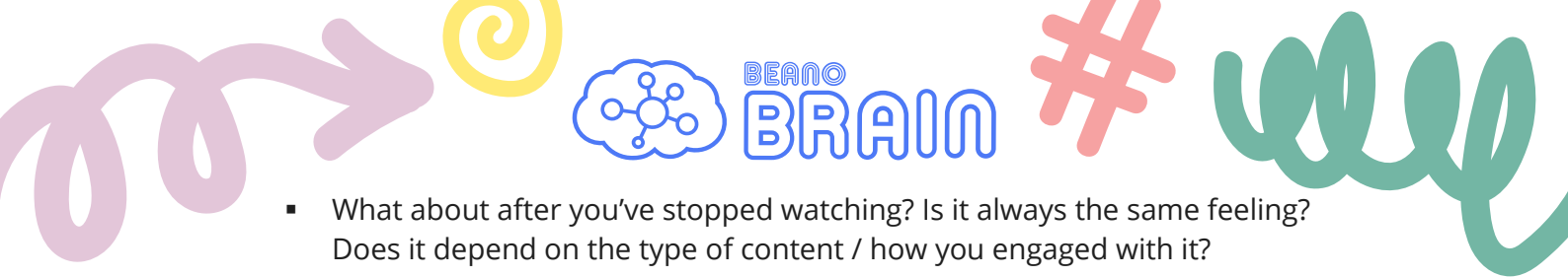
## E - Reflecting on the Emotional Impact [5 mins]

**Objective:** *Going beyond the specific examples to reflect on the emotions associated with viewing livestreams at a general level, and their impact on children's lives within and beyond the viewing moment itself.*

- I'd like to understand a bit more about the journey you go on, in terms of how you're feeling, when you're watching livestreamed content. Let's start with before you've started watching (either when you're planning to watch, or when you decide to click on a particular video)?

[Note: Moderator to share screen with stimulus – one pager of Emoji's, allowing respondents to map emotions with a reference point if needed]

- What about while you're watching? Do you feel the same throughout or does it change while you watch / as you engage with different features and functionalities?



- What about after you've stopped watching? Is it always the same feeling? Does it depend on the type of content / how you engaged with it?
- Have you ever watched livestreamed content to change the way you feel (e.g. boost their mood/ make them feel better)? How well did it do this?
- Thinking about the examples of positive and negative experiences you shared earlier, does watching content live in the moment make it feel different? More intense? More vs less appealing?
- And how does it compare, talking about the negative experiences you've had watching livestreams versus negative experiences watching other content?
  - Does either feel harder / more triggering to talk about? Why?

### F - Wrap-Up & Close [5 mins]

**Objective:** *Closing the conversation in a positive way and briefly discussing how kids would like to see the space evolve in future.*

- [As applicable] Why do you continue to watch livestreamed content, do you enjoy it / why don't you do it as much anymore, what do you not enjoy so much?
- What's the best thing about viewing livestreams?
- What things would you want to change to make livestreaming a more positive experience in the future?
- Have you ever been tempted to livestream yourself (as a Creator)? Why / why not?
  - Would you be allowed? Who / what would prevent you?
  - If yes – what did you enjoy about it? Do you still do it or have you stopped? And why?
- Any messages / nudges / advice around livestreaming that would make it safer / better for people your age?

*Thank & close*